

Fig. 1

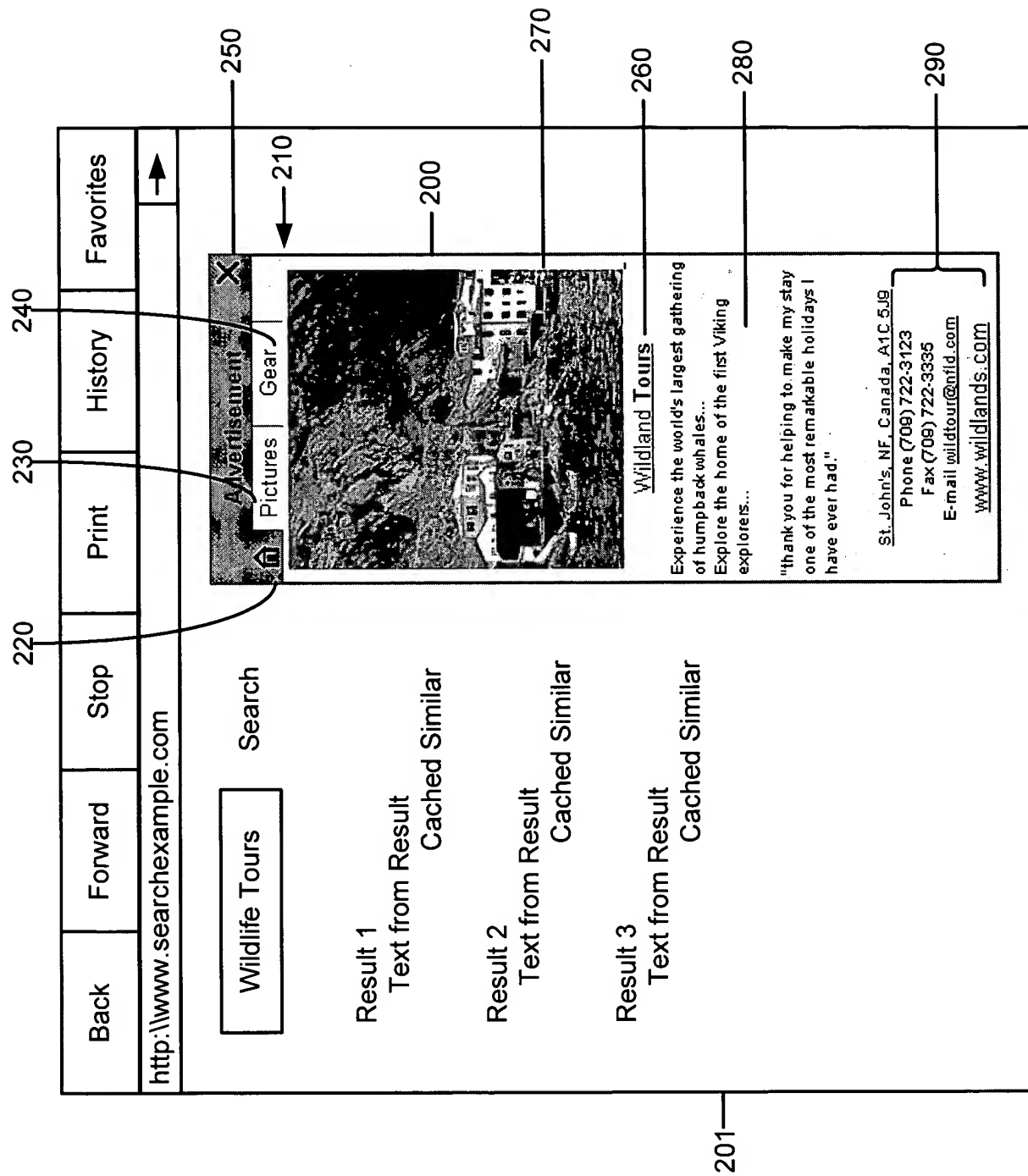


Fig. 2

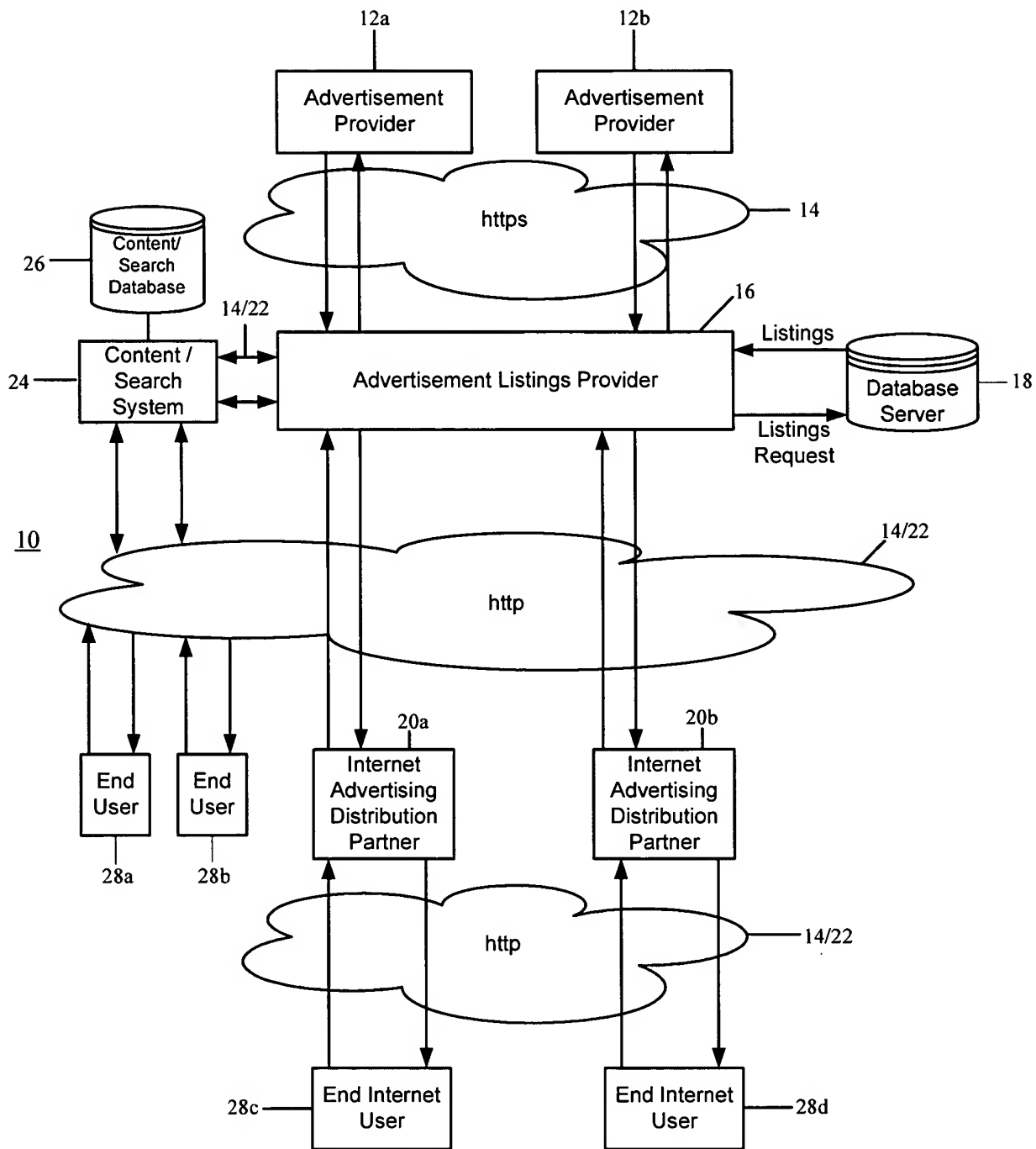


Fig. 3

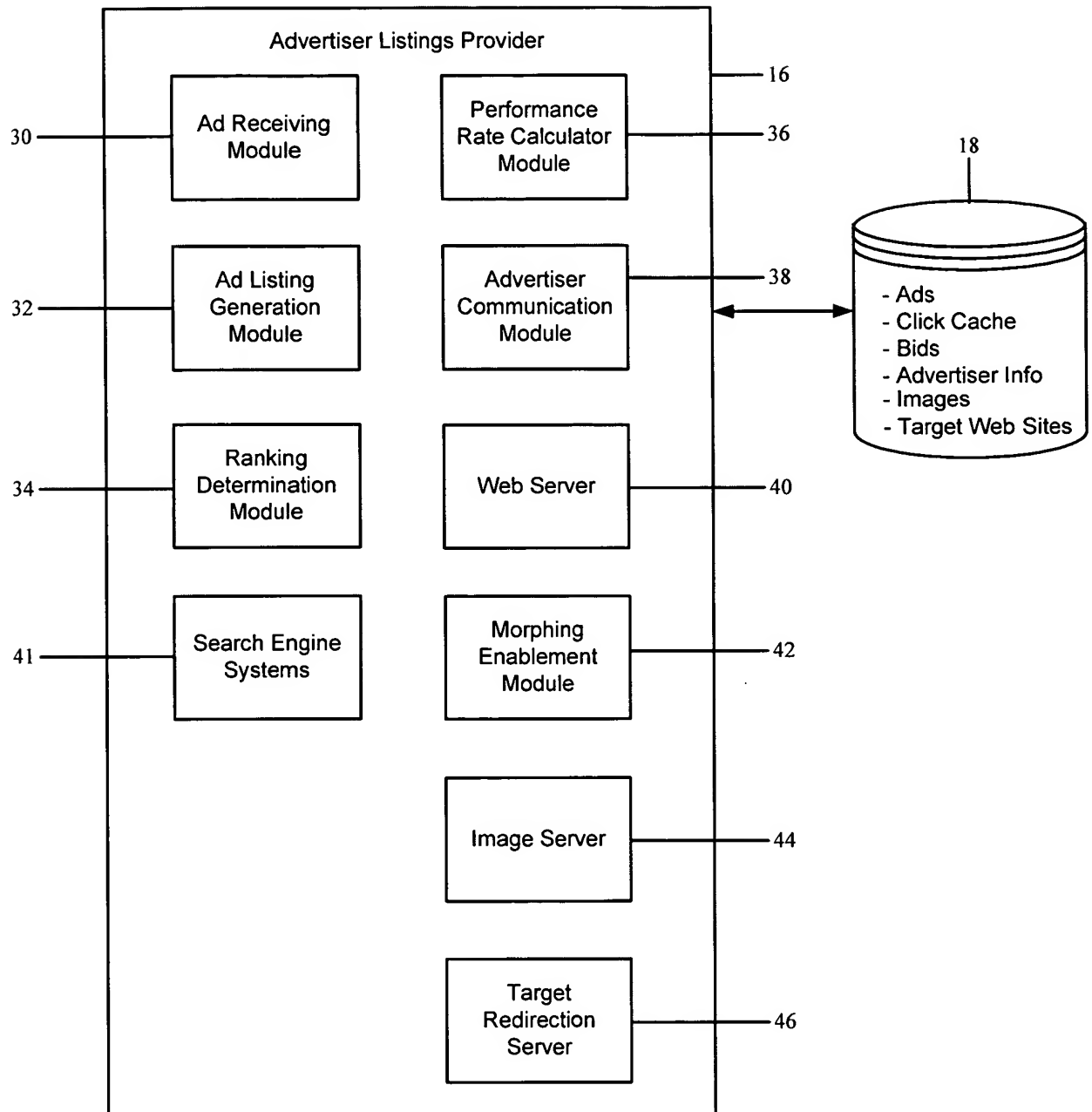


Fig. 4

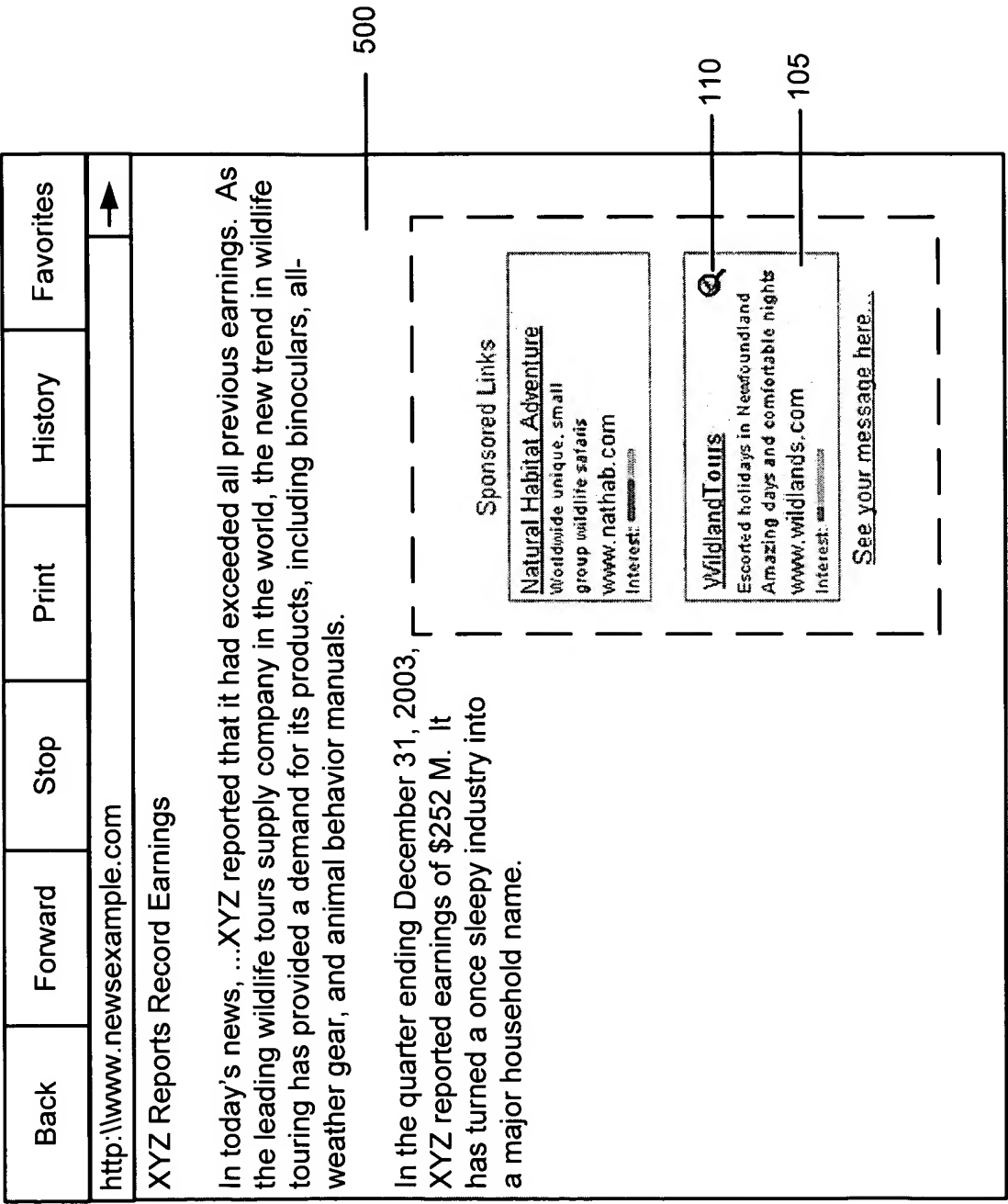


Fig. 5

Back	Forward	Stop	Print	History	Favorites
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<http://www.newsexample.com>

XYZ Reports Record Earnings

In today's news, ...XYZ reported that it had exceeded all previous earnings. As the leading wildlife tours supply company in the world, the new trend in wildlife touring has provided a demand for its products, including binoculars, all-weather gear, and animal behavior manuals.

In the quarter ending December 31, 2003, XYZ reported earnings of \$252 M. It has turned a once sleepy industry into a major household name.

Wildland Tours

Experience the world's largest gathering of humpback whales...
Explore the home of the first Viking explorers...


"thank you for helping to make my stay one of the most remarkable holidays I have ever had."

St. John's, NF, Canada, A1C 5J9
Phone (709) 722-3123
Fax (709) 722-3335
E-mail wildtour@nfld.com
www.wildlands.com

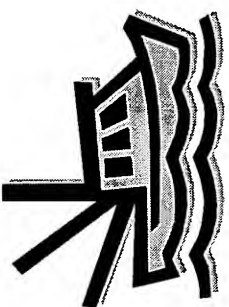
Fig. 6

Back	Forward	Stop	Print	History	Favorites
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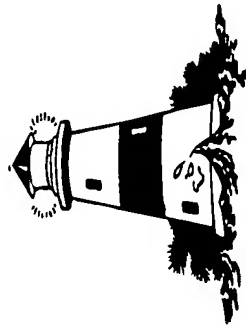
Http:\www.searchengine.com\images&picno=56317879



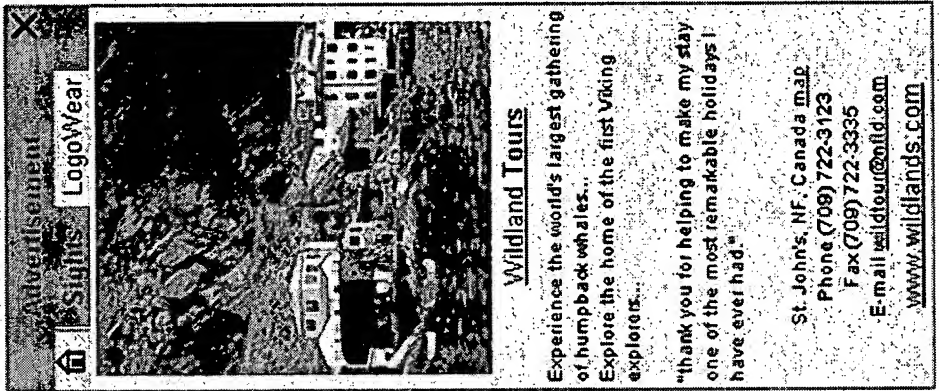
Whales



Boats



Lighthouses



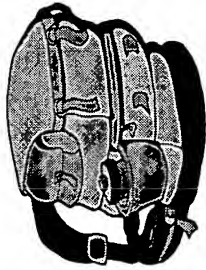
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 St. John's, NF, Canada map
 Phone (709) 722-3123
 Fax (709) 722-3335
 E-mail wildtours@nfld.com
www.wildlands.com

—200


Fig. 7

BackForwardStopPrintHistoryFavorites

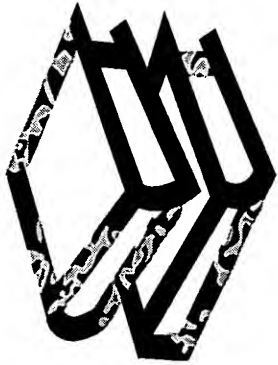
<http://www.searchengine.com/sales&items=16982&55218&79188>



Backpacks

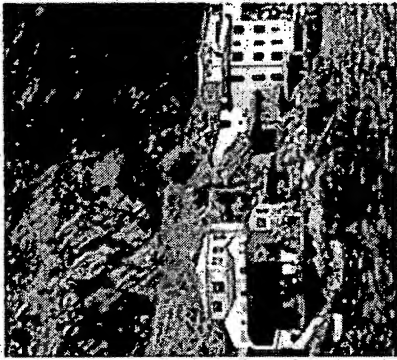



Binoculars



Animal Behavior Books

Advertisement X



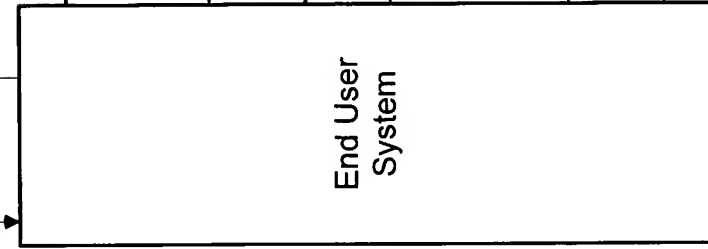
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E-mail wildtour@nfld.com
www.wildlands.com

200

Fig. 8

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Morph



Search/Content Request

Page with content/search and one or more morphing ads, each in one of its forms

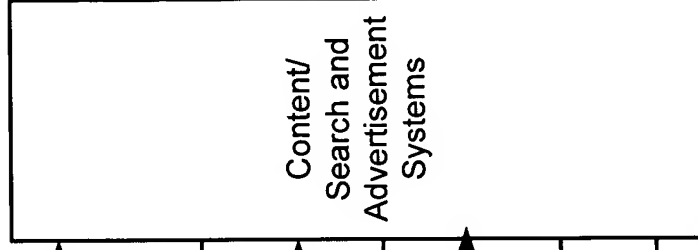
User selection of menu item option

Contents referenced by option plus same morphing ad

User selects home

Original search/content page and original morphing ad in full view

Ad Image/Audio/ 1 X 1 etc. retrieval on morphing



12/24

Fig. 9

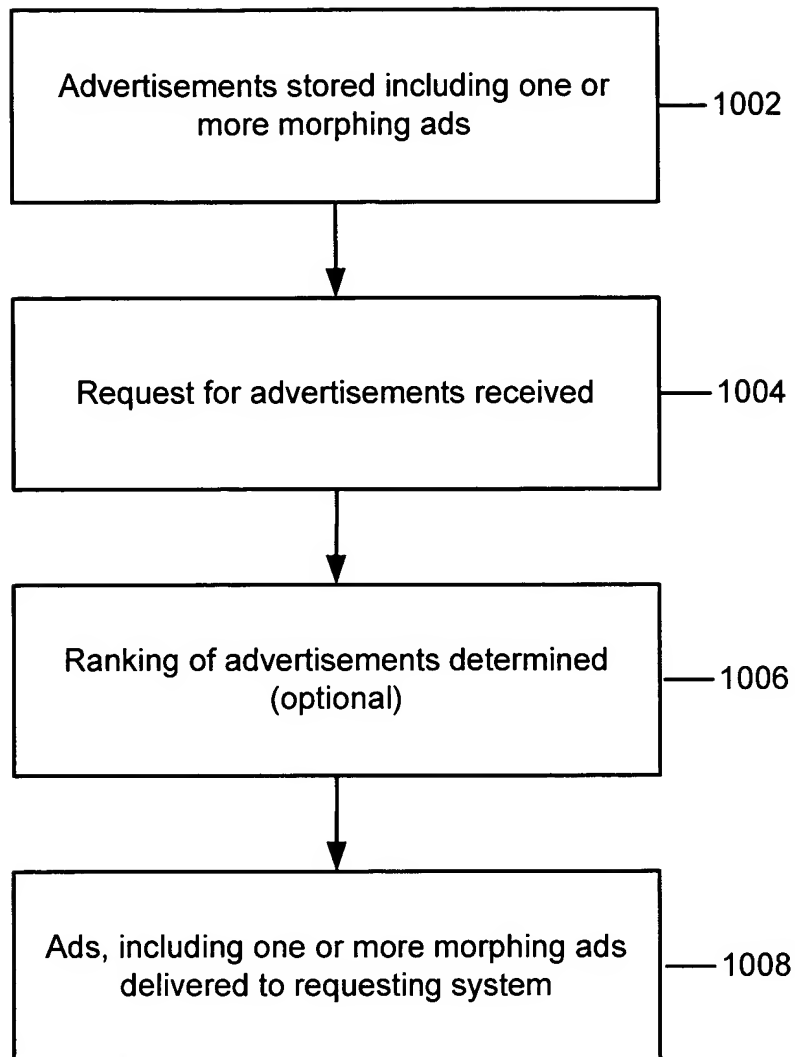


Fig. 10

1100

1104

Sample Ad:

Unexpanded

WildlandTours

Escorted holidays in Newfoundland
Amazing days and comfortable nights
www.wildlands.com
Interest: _____

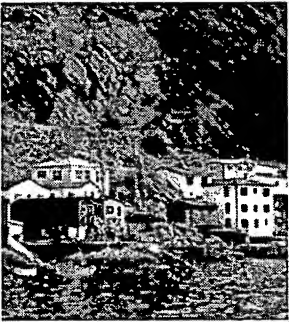
See your message here ..

Expanded

1102

Advertisement

Pictures Gear



Wildland Tours

Experience the world's largest gathering of humpback whales...
Explore the home of the first Viking explorers...

"thank you for helping to make my stay one of the most remarkable holidays I have ever had."

St. John's, NF, Canada, A1C 5J9
Phone (709) 722-3123
Fax (709) 722-3335
E-mail wildtour@nfld.com
www.wildlands.com

Unexpanded Ad Input Section 1108

Headline

1124

Wildlife Tours

Description line 1 (max 35 chars)

1126

Escorted holidays in Newfoundland

Description line 2 (max 35 chars)

1128

Amazing days and comfortable nights

Display URL (max 35 chars)

1130

www.wildlands.com

Destination URL

1132

www.wildlands.com

1118

Expanded Ad Input Section 1106

Image URL

[http\www.wildlands.com\pic](http://www.wildlands.com/pic)

Contact Info

1122

St. John's NF, Canada, A1C 5J9
Phone (709) 722-3123
Fax (709) 722-3335
E-mail wildtour@nfld.com
www.wildlands.com

Menu Title 1

Pictures

1110

Menu Title 1 URL

1112

[http\www.searchengine.com\images&picno=56317879](http://www.searchengine.com/images&picno=56317879)

Menu Title 2

1114

Gear

Menu Title 2 URL

1116

[http\www.searchengine.com\sales&itemno=16982&55218&79188](http://www.searchengine.com/sales&itemno=16982&55218&79188)

Expanded Text Input

1120

Experience the world's largest gathering of humpback whales... Explore the home of the first Viking explorers...
"Thank you for helping to make my stay one of the most remarkable holidays I have ever had."

Fig. 11
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